

Rep Order# 9771680 Ver# 7 Status Revised  
EC'd Yes

Traffic Order# 565955

Printed: 08/30/2012 1:37 PM  
Last Received: 08/30/2012 1:32 PM  
Showing Buylines: All Rep Revised Lines

2 of 3

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRCC IE 2012  
Estimate# 2600  
Buyer Ben Angle  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2600  
Flight Dates 09/21/2012 - 09/27/2012  
Hiatus Weeks

Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

— REMARKS —  
REVISED LN'S 27-28, 32

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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*2.7	SA		530P-9P	CIG FTBL: UTAH	:30	\$5,000.00	09/22-09/22	1	1	1	\$5,000.00	
Rating: 9.2	Sales Remark:	V7 REVISED										
		V7 Time Changed, Comment Changed										
*28	SA	1005P-1035P	FOOTBALL FEVER		:30	\$1,000.00	09/22-09/22	1	1	1	\$1,000.00	
Rating: 4.0	Sales Remark:	V7 REVISED										
		V7 More than 2 codes changed										
*32	SA	9P-1005P	NEWS AFTER FOOTBALL		:30	\$800.00	09/22-09/22	1	1	1	\$800.00	
Rating: 3.6	Sales Remark:	V7 REVISED										
		V7 More than 2 codes changed										

—REPORT TOTALS—

Report Totals: 3 / \$6,800.00

—SALES MONTHLY TOTALS—

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ALEXANDRIA, VA 22314  
Agency C/P1/P2/E  
Flight Dates 155426/2600  
Hiatus Weeks 09/21/2012 - 09/27/2012

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

Sep 12: 35 / \$24,025.00

Sales Totals: 35 / \$24,025.00  
Station Totals: 35 / \$24,025.00  
Lines not sent/rclld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market	Totals	CABL	KDLU	KJZZ	KSL	KSTU	UNKN
	\$120,125	0%	0%	0%	24%	20%	0%
		KTVX	KUCW	KUTV	UNKB		
		16%	5%	35%	0%		

Books null  
Demos RA3564